

# STRATEGIC DIGITAL MARKETING PLANNING

Code: SMP

c o u r s e



## Course Overview:

“Tactics without strategy is the noise before defeat” – Sun Tzu

In Just 3 days will be given the ability to design a fully structured digital marketing strategy Through interactive presentations, case studies and team exercises. you will exploit new digital tactical tools, build an integrated strategy, develop your plan and measure results..

## What will you learn?

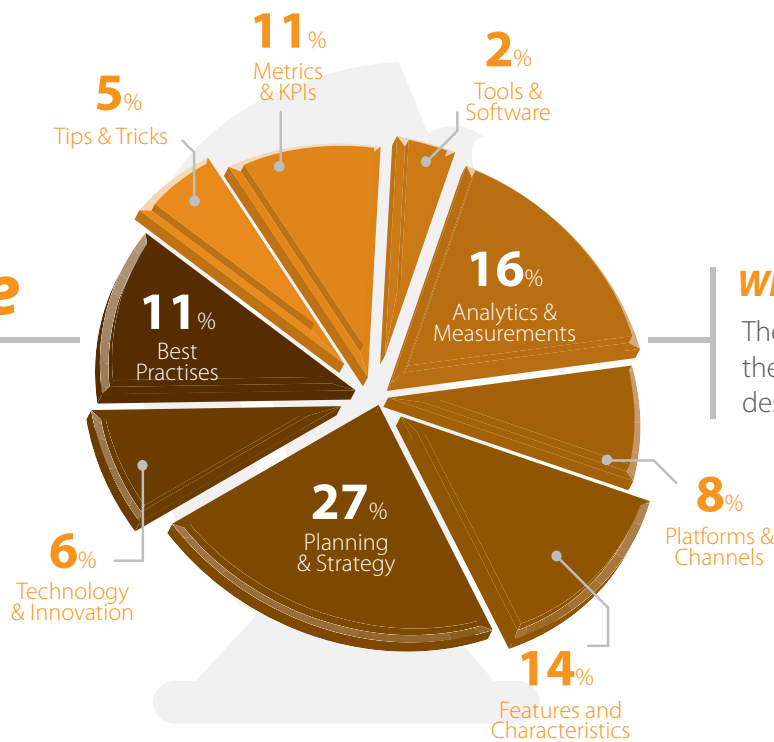
- Understand different digital marketing management & control models.
- Create digital marketing action plan, utilizing calendar, budget & resources.
- Apply a selection process to digital marketing channels and marketing mix.
- Design a digital marketing strategy and modify it to suit your specific needs.
- Identify the difference between acquisition, branding and retention strategy.
- Develop target market profiles, focused on understanding consumer behavior.
- Arrange marketing assets by using a flexible marketing and campaign calendar.

## Who Should Attend?

- SMEs business owners
- Brand manager
- Media manager
- Digital marketing team



# Knowledge Structure



## What can you expect?

The Knowledge Structure of the courses content has been designed as the shown figure.

## Course content:

### SOSTAC planning model essentials

#### Situation analysis

- Review corporate and marketing KPIs.
- SWOT analysis best practice.
- PEST factors analysis essentials.
- Competitor analysis and market research .

#### Objectives setting

- How to set SMART objectives

#### The 5S's objectives planning model

- Sell - grow your sales.
- Serve - add value to customers.
- Speak - get closer to customers.
- Save - reduce your operation costs.
- Sizzle - extend your brand online.

#### Strategies developing

- Market segmentation and targeting.
- Positioning and branding essentials.
- Using sequence & integration strategies.
- Acquisition versus retention strategy.

### Tactics developing

- The different digital tactics to reach online customers.

#### Channels characteristics for planning

- Online presence rules.
- Social media marketing characteristics.
- Online advertising characteristics.
- Search engine marketing characteristics.
- Mobile marketing characteristics.
- Email marketing characteristics.
- Content marketing characteristics.


#### Action plan developing

- Implementation using PRACE framework.
- Using the online media mix model
- Developing an annual media planning

### Control, measuring and monitoring

- The standard metrics and KPIs
- Cost per x analysis model
- Fundamentals of Google analytics

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